DECLARATION AND POWER OF ATTORNEY

As a below named inventor, I declare that:

My residence, post office address, and citizenship are as stated below next to my name; I believe I am an original, first, and sole inventor of the subject matter which is claimed and for which a patent is sought entitled **DISTRIBUTING CONSUMER DEMAND UPSTREAM IN A SUPPLY CHAIN**, the specification and drawings for which are attached hereto; I have reviewed and understand the contents of the above-identified specification, including the claims; and I acknowledge my duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56.

I hereby appoint the following Practitioners at the following Customer Number:

05073

all of the firm of Baker Botts L.L.P., as my attorneys (or agents) with full power of substitution and revocation to prosecute this application, to transact all business in the U.S. Patent and Trademark Office connected therewith, and to file and prosecute any international patent applications filed thereon before any international authorities.

Send Correspondence To:

Baker Botts L.L.P. 2001 Ross Avenue, Suite 600 Dallas, Texas 75201-2980 <u>Direct Telephone Calls To</u>:

Christopher W. Kennerly at 214.953.6812

I declare that all statements made herein of my own knowledge are true, that all statements made on information and belief are believed to be true, that these statements were made with the knowledge that willful false statements and the like, so made, are punishable by fine, imprisonment, or both under 18 U.S.C. § 1001, and that such willful false statements may jeopardize the validity of the application or any patent issuing therefrom.

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